

Brilliante!



At La Fenice, Verdi gave the world La Traviata. IBM and Digital Sipario give the world La Fenice.

For two centuries, Teatro La Fenice has premiered some of Italy's finest operas. Now with the help of IBM, many of the theatre's documents from Verdi and other virtuosi have been digitized and made available on the Web—along with high-quality videos of recent performances.

See how Digital Sipario, an online archive of music and memories, presents the rich history of one of Europe's grandest theatres and opens up its stage to the world.

[Play the video \(00:02:02\)](#)

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Video transcript

[Title: **Behind the Digital Curtain**]

VIANELLO: La Fenice was the most important opera house in Venice during the 19th century.

[Title: **Giampaolo Vianello, Teatro La Fenice**]

The theatre was symbolic of the important role that Venice played in the world of theatre and music.

La Fenice first caught fire in 1836. It burnt down entirely. It was rebuilt in a year.

In January 1996, La Fenice caught fire again.

[Title: **Angelo Failla, IBM Italy**]

FAILLA: After the fire, La Fenice wanted to become a more modern theatre, open to the world.

VIANELLO: Music is the most well known form of art in the world. Broadcasting opera to a global audience is the mission of La Fenice.

FAILLA: Digital Sipario means Digital Curtain. It is how IBM is bringing La Fenice to the world.

[Title: **Nicola Palmarini, IBM Italy**]

PALMARINI: It's much more than an Internet site. It allows the user to access the history of La Fenice and its operas.

[Title: **Christiano Chiarot, Teatro La Fenice**]

CHIAROT: There are over a million documents. Some are very precious. Letters from Verdi and Rossini, which contain their signatures and musical scores.

We also have something which sets us apart from other archives. We have documents on the life of the theatre.

PALMARINI: We envisioned three types of user. Opera students. Opera lovers who know opera in detail, and researchers who work in opera.

CHIAROT: Digital Sipario combines the archived documents with recorded performances from the last 20 years at La Fenice.

The documents and live performances can be downloaded, studied and compared.

For example, there are at least three versions of La Traviata on Digital Sipario.

- PALMARINI:** The objective was to make La Fenice's cultural heritage available through new digital technology.
- VIANELLO:** IBM was a key partner. They helped us use technology to share our product globally and helped us combine it with opera in a user-friendly way.
- CHIAROT:** By allowing all generations to see opera on the Internet, we are building a new audience that will want to come and watch it live.

[Title: **La Fenice means "The Phoenix," a mythical bird that rises from the ashes**]

[Credits:

**Directed by
Reynald Gresset**

Scenes from La Traviata courtesy of Teatro La Fenice Foundation

Staged by Robert Carsen

**Music by
G. Verdi**

**Conductor
Alexander Rahbari
Slovak Radio Symphony Orchestra**

**Special Thanks to
Teatro La Fenice
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Indorador Cavalier
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Signora Trois**

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